

Subject Line 1	Is your kitchen held back by oversized coolers? We have a solution
Subject Line 2	Save 25% on our new coolers. First come first served.
Opening	Are you sick of heavy duty coolers that require a football team to lug around your kitchen?
Main body	<p>Our new LBR (Light, Bright and reliable) coolers give you the flexibility to organize your kitchen in a way to match your staff's needs on any given day.</p> <p>We understand that as an independent restaurant owner, your superior quality of service makes you stand out from chain restaurants. Our coolers allow you to provide that service by making your staff's lives easier.</p> <p>For example our coolers are:</p> <p><b>Far lighter than industry standard coolers-</b> you can move them around your kitchen in minutes, allowing your staff to experiment with different setups and find the one that yields the best service.</p> <p><b>Only need 2 people to move</b> - Even on days where you are short staffed you won't be weighed down by our coolers.</p> <p><b>Condensation resistant glass doors-</b> Allows your staff to easily locate food during hectic evenings in the kitchen.</p> <p>Even with these additional advantages our LBR coolers are still just as energy efficient as regular coolers, so there's no need to worry about your bills going up.</p> <p>According to <b>LR Brown &amp; Associates</b>, a market research firm they are <b>28.2% cheaper</b> compared to other coolers</p> <p>In addition to this 28.2% savings, you can save <b>a further 25%</b> by attending this year's Restaurateur Conference &amp; Trade Show.</p>
CTA	<p><u><a href="#">Sign up using the link here and receive your voucher when you attend our booth at the trade show.</a></u></p> <p>P.S. We can only offer this massive discount worth up to \$1000 to 50 customers, <u><a href="#">so sign up on this form here and secure your place as one of the 50.</a></u></p>